

Rep Order#	6830638	Ver#	5	Status	Revised	Traffic Order#	08/31/2012 11:01 AM	Printed:	1 of 7
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EC'd Yes

Ver# 5 Status Revised

Traffic Order#

Printed:

08/31/2012 11:01 AM

1 of 7

Last Received: 08/31/2012 10:37 AM

08/31/2012 10:37 AM

Last Received: 08/31/2012 10:37 AM

Station WAVY-TV NORFOLK, VA.

Agency () SN

Agency () SMART MEDIA GROUP

Rep Firm

Advertiser ().ALLEN FOR SENATE

814 KING STREET - SUITE

Sales Office () PHILADELPHIA

Product

ALEXANDRIA, VA 22314

) ANJIE BRADY

Estimate# 904910

Agency C/P1/P2/E ALLN/ORDR/904910

Buyer Michele Brooks

Flight Dates 09/04/2012 - 09/10/2012

Salesperson Phone# 215-567-6005

Phone#

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

-- CONTRACT COMMENT --

$$S^* = S$$

-- REMARKS --

VER 5 ISSUE CANCEL BEFORE START PER AGY/CLIENT REQUEST

PLS CONFIRM ASAP

THANKS. ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU	12P-1P	NEWS	:30	\$75.00	09/04--09/04	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*2	W	12P-1P	NEWS	:30	\$75.00	09/05--09/05	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*3	TH	12P-1P	NEWS	:30	\$75.00	09/06--09/06	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*4	F	12P-1P	NEWS	:30	\$75.00	09/07--09/07	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*5	TU	4P-5P	ANDERSON COOPER	:30	\$125.00	09/04--09/04	0	0	0	\$0.00	
	Rating: 2.6											
	V5 Cancelled											
	*6	W	4P-5P	ANDERSON COOPER	:30	\$125.00	09/05--09/05	0	0	0	\$0.00	
	Rating: 2.6											
	V5 Cancelled											

EC'd Yes Last Received: 08/31/2012 10:37 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () SMART MEDIA GROUP Rep Firm
Advertiser () ALLEN FOR SENATE 814 KING STREET - SUITE 200 Sales Office () PHILADELPHIA
Product GEORGE ALLEN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 904910 Agency C/P1/P2/E ALLN/ORDR/904910 Salesperson Phone# 215-567-6005
Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	M	5A-6A	NEWS AT 5	:30	\$150.00	09/10-09/10	0	0	0	\$0.00	

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

	*15	TU	7A-9A	TODAY SHOW	:30	\$350.00	09/04-09/04	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*16	W	7A-9A	TODAY SHOW	:30	\$350.00	09/05-09/05	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*17	TH	7A-9A	TODAY SHOW	:30	\$350.00	09/06-09/06	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*18	F	7A-9A	TODAY SHOW	:30	\$350.00	09/07-09/07	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*19	M	7A-9A	TODAY SHOW	:30	\$350.00	09/10-09/10	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*20	SA	7A-8A	NEWS 10 SAT	:30	\$250.00	09/08-09/08	0	0	0	\$0.00	
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Rating: 6.3
V5 Cancelled

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Last Received: 08/31/2012 10:37 AM
Showing Buylines: All Rep & Sta Revised Lines

Station	WAVY-TV NORFOLK, VA.
Advertiser	() ALLEN FOR SENATE
Product	GEORGE ALLEN
Estimate#	904910
Buyer	Michele Brooks

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/904910
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

[illegible]

Rating: 5.7

Buyline Comment: REVISE TP
V5 Cancelled

*22
Rating: 4.0

Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*23
Rating: 4.6

Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*24
Rating: 4.9

Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*25
Rating: 3.4

V5 Cancelled

*26
Rating: 6.4

Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*27
Rating: 6.4

Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

Station WAVY-TV NORFOLK, VA. Agency () SMART MEDIA GROUP Rep Firm
Advertiser () ALLEN FOR SENATE 814 KING STREET - SUITE 200 Sales Office () PHILADELPHIA
Product GEORGE ALLEN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 904910 Agency C/P1/P2/E ALLN/ORDR/904910 Salesperson Phone# 215-567-6005
Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*35	TH	11P-1135P	NEWS AT 11	:30	\$500.00	09/06-09/06	0	0	0	\$0.00	
Rating: 4.8												
Buyline Comment: REVISE RATE PER STATION												
V5 Cancelled												
	*36	SA	11P-1130P	NEWS	:30	\$500.00	09/08-09/08	0	0	0	\$0.00	
Rating: 5.4												
Buyline Comment: REVISE RATE PER STATION												
V5 Cancelled												
	*37	SU	1130P-12A	NEWS	:30	\$500.00	09/09-09/09	0	0	0	\$0.00	
Rating: 5.4												
Buyline Comment: REVISE RATE PER STATION;REVISE TP												
V5 Cancelled												
	*38	M	9P-10P	AMER NINJA WARRIOR	:30	\$500.00	09/10-09/10	0	0	0	\$0.00	
Rating: 4.3												
Buyline Comment: CXL DUE TO PRGM CHG												
V5 Cancelled												
	*39	SU	8P-10P	AMER GOT TALENT	:30	\$500.00	09/09-09/09	0	0	0	\$0.00	
Rating: 4.6												
Buyline Comment: CXL DUE TO PRGM CHG												
V5 Cancelled												
	*40	M	8P-10P		:30	\$1,200.00	09/10-09/10	0	0	0	\$0.00	
Rating: 4.6												
Buyline Comment: THE VOICE PREMIER												
MKGD FROM LNS 28,33 AND 38-39												
V5 Cancelled												

---REPORT TOTALS---

Report Totals: 0 / \$0.00

Station WAVY-TV NORFOLK, VA.
Advertiser () ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 904910
Buyer Michele Brooks
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/904910
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Sep 12: 0 / \$0.00
Sales Totals: 0 / \$0.00
Station Totals: 0 / \$0.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CATV 0%	WAVY 29%	WGNT 0%	WPXV 0%	WTKR 24%
		WTVZ 0%	WVBT 16%	WVEC 31%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE